

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

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R 191549Z FEB 76

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 7750

INFO AMEMBASSY ALGIERS

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

UNCLAS RABAT 0933

E.O. 11652: N/A

TAGS: BEXP MO

SUBJECT: FY 77 BIC/CAGNE TRADE PROMOTION SCHEDULE

REF: STATE 15970, STATE 31796

OVERALL SCHEDULE PROPOSED STATE 15970 FOR MOROCCO APPEARS
SOUND EXCEPT FOR FOLLOWING:

A. MOROCCAN MARKET FOR EDUCATIONAL MATERIALS MAY NOT BE
SUFFICIENT TO JUSTIFY COST OF MISSION. BEFORE RECOMMENDING
THAT EDUCATIONAL SYSTEMS PROJECT BE DROPPED, HOWEVER, WOULD
APPRECIATE KNOWING WHAT TYPES OF EQUIPMENT MISSION WOULD
FEATURE.

B. TECHNICAL SALES SEMINAR FOR PORT DEVELOPMENT SCHEDULED FOR
JANUARY IS ACCEPTABLE. HOWEVER NOVEMBER-DECEMBER 1976 WOULD
BE SIGNIFICANTLY MORE ADVANTAGEOUS IN RELATION TO GOM
BUDGETARY PLANNING AND PROCUREMENT CONTRACT SCHEDULE. SINCE
GOM IS COMMITTED TO MASSIVE INVESTMENT TO EXPAND ALL
PRESENT PORTS OVER NEXT FIVE YEARS AS WELL AS CONSTRUCTION
OF TWO NEW MAJOR PORTS, VISIT IS HIGHLY DESIRABLE AND
JANUARY DATE ACCEPTABLE IF EARLIER ARRIVAL IMPOSSIBLE.

C. CARE SHOULD BE TAKEN THAT MARCH FOOD PROCESSING AND
SPECIALIZED PACKAGING MISSION AVOIDS TWO NATIONAL LOCAL
HOLIDAYS: THRONE DAY MARCH 3 AND PROPHET'S BIRTHDAY
MARCH 4.

D. PROPOSED AGRICULTURAL MACHINERY CATALOG SHOW WOULD
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EVOKE BETTER RESPONSE IF HELD LATE MAY OR JUNE TO ALLOW

INTERVAL AFTER CASABLANCA INTERNATIONAL TRADE FAIR USUALLY
HELD LATE APRIL INTO EARLY MAY. RESCHEDULE PROPOSED STATE
31796 FIRST WEEK MARCH POSES NO PROBLEMS MOROCCO.
E. WE WOULD ANTICIPATE THAT OF ABOVE MISSIONS, ONLY FOOD
PROCESSING AND PACKAGING MISSION WILL BE HELD IN RABAT (AS
WELL AS IN CASABLANCA). OTHER TWO PROGRAMS WILL BE HELD
ONLY IN CASABLANCA SINCE BEST MARKET PROSPECTS ARE CONCENTRATED
THERE.NEUMANN

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